

METHOD AND APPARATUS FOR
WATERMARKING RECEIVED TELEVISION CONTENT

ABSTRACT OF THE DISCLOSURE

5 A method and apparatus for inserting receiver identification codes into video
images received from a television broadcasting station are disclosed. The apparatus
comprises a receiver with a tuner for receiving a plurality of television channels and
outputting a first television channel. A buffer is coupled to the tuner for storing a first
image frame from the first television channel. The first image frame includes a
10 multiplicity of pixel data. A memory stores identification data that provides a unique
identification of the receiver. A controller is coupled to the buffer and the memory. The
controller retrieves identification data from the memory and changes values of the pixel
data to values of the identification data, thereby embedding the identification data into the
first image frame. A display generator generates a display of the first television channel
15 including the first image frame.